

Benefits of Joining the Alliance for Clean Air and Transportation (ACAT)

The Alliance for Clean Air and Transportation (ACAT)—also referred to as “the Alliance”—develops and distributes messages about reducing traffic congestion and air pollution to improve the quality of life for all Americans. Established in collaboration with the Federal Highway Administration (FHWA), the U.S. Environmental Protection Agency (EPA) and the Federal Transit Administration (FTA), ACAT is the only national organization working to promote these messages, and has enjoyed incredible success at gathering support for its mission.

Partnering for Success

ACAT brings together an extremely diverse group of public (federal, state and local) and private organizations—many with different and even competing interests—to achieve its goals. This “brain trust” and members’ network gives credibility to the effort and helps to ensure its long-term sustainability. Using public and private partners to facilitate community-based solutions to community problems minimizes duplication of effort and maximizes the benefits of limited resources. What’s more, the genuine partnership and collaboration among the members has set an example for state and local agencies to follow. The federal initiative laid the groundwork for future public education efforts nationwide and empowered communities to establish and strengthen traditional and non-traditional partnerships of their own.

For example, the Alliance conducted a national rollout of The Commuter Choice Public Education Campaign, its first in a series of mutually agreed-upon “second-generation” messages. These messages are conveyed through TV and print advertisements, and were made possible by the combination of federal and state

efforts. Also, the Alliance advised the Ad Council as it developed two new, high-quality TV PSAs on tire inflation and general vehicle maintenance. Supported by the Ad Council’s credibility, these PSAs will help state and local partners secure TV placement at minimal cost.

The federal partners facilitated the establishment of ACAT to complement and reinforce local efforts. The relationships created among those committed to *It All Adds Up to Cleaner Air* have increased national consistency in messaging, brought greater leveraging of resources, and promoted ongoing information sharing, problem solving and product sharing. The success of the Alliance indicates that this idea was well-founded and worthwhile, and that it could be replicated locally across the country.

Enjoy a Wealth of Benefits

Many advantages come from uniting a broad spectrum of organizations to reach common ground on specific issues. In addition to more than 20 national organizations, ACAT benefits from the support of the FHWA, EPA and FTA. Advantages to joining ACAT include the following:

- Opportunity to steer a significant public education initiative
- Effective and efficient delivery of messages, programs and resources to a wide range of people
- Access to current, formative research on public awareness, attitudes and behavior
- Better communication and coordination among similar and competing organizations, which results in innovative, multi-level solutions to complex problems
- Creation of a network of community leaders who benefit by pooling limited resources
- Development of widespread public support for issues, needs and solutions
- Mobilization of organizations to achieve together what no single organization could achieve alone

- More creditable and influential outreach to constituents and a wide range of others
- Enhanced profile as an environmental leader
- Opportunity to address transportation and air quality issues in cooperation with the federal government

What To Do To Become A Member

The Alliance is a unique public-service partnership—it seeks organizations that are committed to supporting and encouraging the development of local and regional public education programs designed to improve our quality of life by reducing traffic congestion and air pollution. Representatives of these organizations must have leadership- and consensus-building skills and vision, as well as the ability to commit their resources toward raising awareness about the connection between transportation and air quality.

Members must want to make a difference and be willing to work hard. For example, Executive Committee members commit to supporting core campaign messages, attending Alliance meetings, participating on at least one committee and promoting the initiative to members of their organizations. Committee work allows members' voices to be heard in such important areas as commuter choice, vehicle maintenance, on-board diagnostics, health, consumer incentives, land use, green car marketing and alternative transportation.

ACAT members also encourage local communities to form their own alliances—a strategy that has proven effective in addressing other important societal issues, such as smoking, substance abuse, violence, mental illness and transportation safety. If your organization wants to reduce traffic congestion and air pollution, you have much to gain from becoming a member. And joining the Alliance costs nothing. For more information or to join, please contact Susan Bullard at EPA at 202-564-9856 or Bullard.Susan@epa.gov, Kammy Horne at FTA at 202-

366-4033 or kathleen.horne@fta.dot.gov, or Kathy Daniel at FHWA at 202-366-6276 or kathy.daniel@fhwa.dot.gov.

Alliance Executive Committee members, as of March 2002:

Alliance of Automobile Manufacturers
American Association of State Highway and Transportation Officials
American Automobile Association
American Highway Users Alliance
American Lung Association
American Petroleum Institute
American Public Transportation Association
Associated General Contractors
Association for Commuter Transportation
Car Care Council
Center for Neighborhood Technology
Centers for Disease Control and Prevention
Edison Electric Institute
Environmental Defense
Federal Highway Administration
Federal Transit Administration
Ford Motor Company
Intelligent Transportation Systems of America
League of American Bicyclists
National Association of Regional Councils/Association of Metropolitan Planning Organizations
Natural Resources Defense Council
Society of Automotive Engineers/Service Technicians Society
Surface Transportation Policy Project
Texas Transportation Institute
The Road Information Program
The Sierra Club
U.S. Environmental Protection Agency